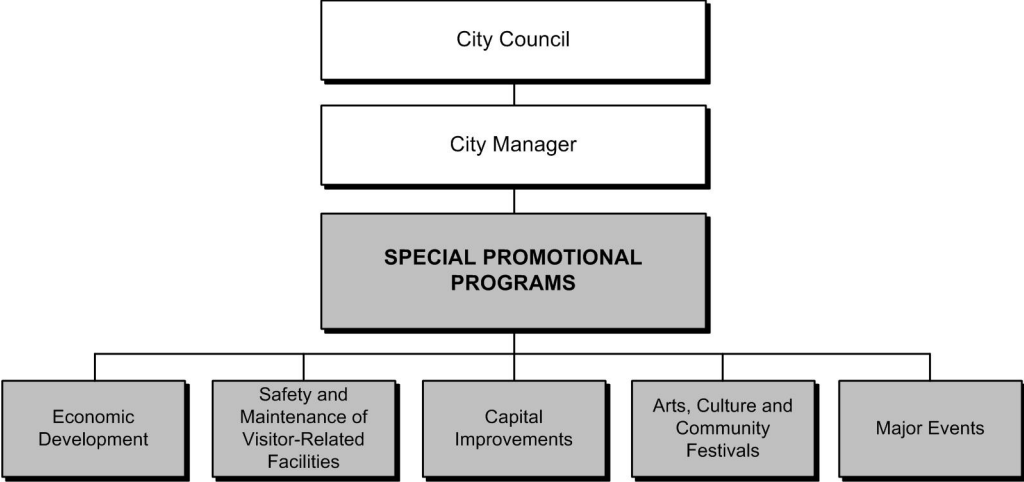




Special Promotional Programs



Special Promotional Programs

Special Promotional Programs				
	FY 2002 ACTUAL	FY 2003 BUDGET	FY 2004 PROPOSED	FY 2003-2004 CHANGE
Positions	9.00	9.00	9.00	-
Personnel Expense	\$ 667,168	\$ 709,893	\$ 721,585	\$ 11,692
Non-Personnel Expense	\$ 84,329,898	\$ 86,880,583	\$ 88,912,037	\$ 2,031,454
TOTAL	\$ 84,997,066	\$ 87,590,476	\$ 89,633,622	\$ 2,043,146

Department Staffing

	FY 2002 ACTUAL	FY 2003 BUDGET	FY 2004 PROPOSED
TRANSIENT OCCUPANCY TAX FUND			
Commission for Arts and Culture	8.00	8.00	8.00
Safety and Maintenance of Visitor-Related Facilities	1.00	1.00	1.00
Total	9.00	9.00	9.00

Department Expenditures

	FY 2002 ACTUAL	FY 2003 BUDGET	FY 2004 PROPOSED
TRANSIENT OCCUPANCY TAX FUND			
Arts, Culture, and Community Festivals	\$ 9,724,788	\$ 9,598,558	\$ 8,708,297
Capital Improvements	\$ 35,085,988	\$ 36,519,850	\$ 38,492,525
Commission for Arts and Culture	\$ 1,061,168	\$ 877,434	\$ 835,637
Economic Development	\$ 18,828,388	\$ 20,426,716	\$ 17,507,168
Major Events	\$ 345,845	\$ 345,845	\$ 311,260
Safety and Maintenance of Visitor-Related Facilities	\$ 19,950,889	\$ 19,822,073	\$ 23,778,735
Total	\$ 84,997,066	\$ 87,590,476	\$ 89,633,622

Special Promotional Programs

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Arts, Culture, and Community Festivals	Positions	Cost
Decreased Funding for Arts, Culture and Community Festivals Reduction in allocations to community groups based on reduced availability of Transient Occupancy Tax revenues.	0.00 \$	(890,261)
Capital Improvements	Positions	Cost
Increased Funding for Capital Improvements Funding required for debt service payments for the Convention Center, PETCO Park and Main Library Projects.	0.00 \$	1,972,675
Commission for Arts and Culture	Positions	Cost
Salary and Benefit Adjustments Adjustments to reflect the annualization of the Fiscal Year 2003 negotiated salary compensation schedule, Fiscal Year 2004 negotiated salaries and benefits, changes to average salaries, retirement contributions and other benefit compensation.	0.00 \$	30,209
Support for Information Technology Funding has been reallocated according to a Citywide review of Information Technology budget requirements and priority analyses.	0.00 \$	20,219
Non-Discretionary Adjustment to reflect expenses that are determined outside of the Department's direct control. Examples of these adjustments include utilities, insurance, and rent.	0.00 \$	2,118
Reduction of Hourly Wages The 42.5% reduction of hourly wages reduces the availability of funds for interns and temporary help which have become an important source of administrative assistance during the busiest periods. Historically, interns are hired to help with Allocations, Cultural Tourism and Public Art programs, providing needed assistance to meet Commission goals and objectives. The reduction could mean slower response times to contractor needs and a reduction in customer services.	0.00 \$	(23,099)
Reduction in Contractual Services and Non-Personnel Expense The 60.3% reduction in Contractual Services almost eliminates funding for the Cultural Advancement Initiative. Initiated by Council direction in Fiscal Year 2002, this program successfully assisted the arts and culture community with fundraising, grant research and proposal writing at the federal, State and local levels. The Commission is working to address the Initiative's goals through other means. Non-personnel expense reductions include office supplies, parking stamps, and computer accessories.	0.00 \$	(71,244)

Special Promotional Programs

Significant Budget Adjustments (continued)

TRANSIENT OCCUPANCY TAX FUND

Economic Development	Positions	Cost
Decreased funding for Economic Development Reduction in allocations to community groups based on reduced availability of Transient Occupancy Tax revenues.	0.00 \$	(2,919,548)
Major Events	Positions	Cost
Decreased funding for Major Events Reduction in funds for attracting Major Events to the City of San Diego based on reduced availability of Transient Occupancy Tax revenues.	0.00 \$	(34,585)
Safety and Maintenance of Visitor-Related Facilities	Positions	Cost
Salary and Benefit Adjustments Adjustments to reflect the annualization of the Fiscal Year 2003 negotiated salary compensation schedule, Fiscal Year 2004 negotiated salaries and benefits, changes to average salaries, retirement contributions and other benefit compensation.	0.00 \$	4,605
Increased funding for Safety and Maintenance of Visitor-Related Facilities Increased funding to reimburse the General Fund for programs relating to the Safety and Maintenance of Visitor-Related Facilities.	0.00 \$	3,952,057

Special Promotional Programs

Expenditures by Category

GENERAL FUND	FY 2002 ACTUAL	FY 2003 BUDGET	FY 2004 PROPOSED
PERSONNEL			
Salaries & Wages	\$522,264	\$548,220	\$534,728
Fringe Benefits	\$144,904	\$161,673	\$186,857
SUBTOTAL PERSONNEL	\$667,168	\$709,893	\$721,585
NON-PERSONNEL			
Supplies & Services	\$84,285,708	\$86,816,882	\$88,841,197
Information Technology	\$15,893	\$51,856	\$58,567
Energy/Utilities	\$11,158	\$10,845	\$11,273
Equipment Outlay	\$17,140	\$1,000	\$1,000
SUBTOTAL NONPERSONNEL	\$84,329,898	\$86,880,583	\$88,912,037
TOTAL	\$84,997,066	\$87,590,476	\$89,633,622

Budget Dollars at Work

\$87,590,476 Allocated (in Fiscal Year 2003)

11% Funds allocated to Arts, Culture, and Community Festivals

42% Funds allocated for capital improvements

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	ECONOMIC DEVELOPMENT PROGRAMS				
	CITYWIDE				
1	Accessible San Diego	\$ 73,150	\$ 150,000	\$ 65,835	\$ (7,315)
2	California State Games	21,162	50,000	19,046	(2,116)
3	California State Games-Winter Games	-	10,000	-	-
4	Century Club of San Diego/Buick Invitational	33,083	-	-	(33,083)
5	City of San Diego/Economic Development	515,541	659,888	463,987	(51,554)
6	Elite Racing/Rock 'n' Roll Marathon	10,000	150,000	-	(10,000)
7	San Diego African American Sports Association/Gold Coast Classic	280,377	350,000	252,339	(28,038)
8	San Diego Bowl Game Association/Holiday Bowl	536,540	586,540	482,886	(53,654)
9	San Diego Convention and Visitors Bureau/Marketing Program	4,000,000	4,000,000	3,600,000	(400,000)
10	San Diego Convention and Visitors Bureau/Promotional Program	9,933,666	10,380,700	8,940,299	(993,367)
11	San Diego Crew Classic	6,375	25,000	5,738	(637)
12	San Diego Film Commission	907,842	927,842	817,058	(90,784)
13	San Diego Hall of Champions	108,379	247,000	97,541	(10,838)
14	San Diego International Sports Council	200,000	200,000	180,000	(20,000)
15	San Diego International Sports Council/Super Bowl XXXVII	906,000	-	-	(906,000)
16	San Diego Lifesaving Association/USLA National Lifeguard Championships	15,225	-	-	(15,225)
17	San Diego North Convention & Visitors Bureau	522,500	550,000	470,250	(52,250)
18	San Diego Regional Economic Development Corporation	1,390,625	1,390,625	1,251,563	(139,062)
19	San Diego Senior Sports Festival	-	10,000	-	-
20	San Diego Workforce Partnership	-	500,000	-	-
21	San Diego World Trade Center/Local Access to Global Markets	156,750	165,000	141,075	(15,675)
22	St. Vincent de Paul Village/San Diego International Triathlon	-	5,000	-	-
	SUBTOTAL CITYWIDE	\$ 19,617,215	\$ 20,357,595	\$ 16,787,617	\$ (2,829,598)

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	ECONOMIC DEVELOPMENT PROGRAMS				
	ECONOMIC DEVELOPMENT AND TOURISM SUPPORT				
23	ACCION San Diego	\$ 61,020	\$ 87,594	*	*
24	Asian Business Association of San Diego	18,479	57,954	*	*
25	Bayview Community Development Corporation	33,561	129,171	*	*
26	Business Improvement District Council	62,376	-	*	*
27	City Heights Business Improvement Association	44,070	-	*	*
28	City Heights Community Development Corporation	-	70,000	*	*
29	College Economic Development Corporation	-	23,600	*	*
30	Diamond Community Development Corporation	-	24,000	*	*
31	East County Economic Development Council Foundation	33,561	70,000	*	*
32	Economic Development/Economic Development and Tourism Support Administration	59,121	53,209	53,209	(5,912)
33	Food and Beverage Association of San Diego	37,541	34,800	*	*
34	Hostelling International-American Youth Hostels	67,800	70,000	*	*
35	International Rescue Committee	24,750	49,982	*	*
36	International Visitors Council of San Diego	24,690	36,462	*	*
37	Japan Society of San Diego and Tijuana	10,773	31,938	*	*
38	Mission Valley Tourism Council	11,008	12,000	*	*
39	Otay Mesa Chamber of Commerce	48,884	71,059	*	*
40	Promote La Jolla	40,000	46,260	*	*
41	Responsible Hospitality Institute	44,000	60,000	*	*
42	San Diego County Hispanic Chamber of Commerce	61,020	66,500	*	*
43	San Diego East Visitors Bureau	-	50,000	*	*
44	San Diego Regional Chamber of Commerce	-	25,000	*	*
45	San Diego Regional Technology Alliance	14,850	70,000	*	*
46	San Ysidro Chamber of Commerce	12,248	-	*	*
47	South San Diego County Economic Development Council	31,949	67,500	*	*
48	Travelers Aid Society of San Diego, Inc.	67,800	71,740	*	*
49	Uptown Partnership	-	70,000	*	*
	SUBTOTAL ECONOMIC DEVELOPMENT AND TOURISM SUPPORT	\$ 809,501	\$ 1,348,769	\$ 719,551	\$ (89,950)
	TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 20,426,716	\$ 21,706,364	\$ 17,507,168	\$ (2,919,548)

*Funding recommendations will be made by the Small Business Advisory Board

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES				
50	Maintenance and Security of Visitor-Related Facilities	\$ 4,996,461	\$ 9,539,768	\$ 9,539,768	\$ 4,543,307
51	Mission Trails Regional Park Foundation, Inc.	50,000	55,000	45,000	(5,000)
52	Public Safety Enhancements	7,689,632	7,689,632	7,689,632	-
53	QUALCOMM Stadium	6,586,250	6,000,000	6,000,000	(586,250)
54	Regional Park Safety Program	69,576	74,181	74,181	4,605
55	Special Event Reimbursement of City Costs	361,045	361,045	361,045	-
56	Transient Occupancy Tax (TOT) Payment Audit	69,109	69,109	69,109	-
	TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 19,822,073	\$ 23,788,735	\$ 23,778,735	\$ 3,956,662

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	CAPITAL IMPROVEMENTS				
57	Balboa Park/Mission Bay Park Improvements	\$ 7,689,632	\$ 6,827,639	\$ 6,827,639	\$ (861,993)
58	Convention Center Complex	7,297,508	9,496,642	9,496,642	2,199,134
59	Major Facilities	12,558,259	13,709,224	13,709,224	1,150,965
60	Natural History Museum	300,000	300,000	300,000	-
61	New Convention Facility	4,664,311	4,197,880	4,197,880	(466,431)
62	Trolley Extension Reserve	4,010,140	3,961,140	3,961,140	(49,000)
	TOTAL CAPITAL IMPROVEMENTS	\$ 36,519,850	\$ 38,492,525	\$ 38,492,525	\$ 1,972,675

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
ARTS, CULTURE, AND COMMUNITY FESTIVALS					
FESTIVALS AND CELEBRATIONS					
63	Adams Avenue Street Fair and Roots Festival	\$ 46,911	\$ 54,433	**	**
64	Alpha Phi Alpha Fraternity, Inc./Martin Luther King, Jr. Pageant and Parade	3,096	4,074	**	**
65	America's Finest City Dixieland Jazz Society/San Diego Thanksgiving Dixieland Jazz Festival	35,912	64,525	**	**
66	Asian American Journalists Association/San Diego Asian Film Festival	25,083	-	**	**
67	Blues Lovers United of San Diego/San Diego Blues Festival	9,853	10,914	**	**
68	Bons Temps Social Club of San Diego/San Diego Cajun Zydeco Music and Food Festival		53,172	**	**
69	Cabrillo Festival, Inc./Annual Cabrillo Festival	9,328	7,210	**	**
70	Cambodian Buddhist Society of San Diego, Inc./The Cambodian New Year Festival	-	7,100	**	**
71	Cambodian Dancers of San Diego/Khmer Culture Festival	3,850	9,000	**	**
72	Centre City Development Corporation/Downtown San Diego Multi-Cultural Festival	1,737	7,562	**	**
73	City Heights Community Development Corporation/International Village Celebration	16,065	18,662	**	**
74	City Heights Town Council, Inc./Taste of City Heights	5,812	3,890	**	**
75	College Area Economic Development Corporation/Celebrate College Series	2,818	49,300	**	**
76	Diamond Community Development Corporation/Cnocerts in the Park	-	65,500	**	**
77	Disabled Services Advisory Council/Disability Awareness Faire		21,450	**	**
78	Discover Pacific Beach/Pacific BeachFest	25,443	30,000	**	**
79	El Cajon Boulevard Business Improvement Association/Lunar New Year Festival	8,470	-	**	**
80	Encanto Community Fund/Encanto Street Fair and Cultural Arts Festival	15,000	55,275	**	**
81	Firefighters Advisory Council to the Burn Institute/Fire Expo	14,220	35,000	**	**
82	Gaslamp Quarter Association/Mardi Gras Celebration and Parade	24,013	29,542	**	**
83	Greater Golden Hill Community Development Corporation/Annual Golden Hill Street Festival	3,398	3,530	**	**
84	Hillcrest Business Improvement Association/City Fest	19,405	26,220	**	**

**Funding recommendations will be made by the Commission for Arts and Culture

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	FESTIVALS AND CELEBRATIONS				
85	Historic Old Town Community Foundation/Old Town Fiesta Cinco de Mayo	\$ 46,911	\$ 80,199	**	**
86	I-15 Diamond Gateway Chamber of Commerce/Carmel Mountain Ranch Fall Festival	4,565	7,261	**	**
87	Kiwanis Club of Grantville - Allied Gardens/Navajo Community Springfest	1,140	-	**	**
88	Kiwanis Club of Tierrasanta/Tierrasanta Oktoberfest	2,518	3,710	**	**
89	Linda Vista Multi-Cultural Fair, Inc.	8,690	10,688	**	**
90	Media Arts Center San Diego, Inc./San Diego Latino Film Festival	19,049	68,591	**	**
91	Mission Hills Foundation/ Mission Hills Concerts in the Park	7,513	7,500	**	**
92	North Park Community Association/Bird Park Concerts	-	2,687	**	**
93	North Park Lions Club/Holiday Parade	5,600	8,600	**	**
94	North Park Main Street Association/North Park Spring Festival	8,802	12,546	**	**
95	Ocean Beach Main Street Association/Ocean Beach Street Fair and Fireworks Festival	16,286	24,751	**	**
96	Pacific Beach Community Foundation/Annual Pacific Beach Block Party	-	73,250	**	**
97	Pacific Southwest Wildlife Arts, Inc./California Open Wildlife Festival	6,809	25,092	**	**
98	Peninsula Chamber of Commerce/Point Loma Village Cultural Faire	7,462	12,176	**	**
99	Point Loma Association/Point Loma Concert Series	7,302	14,246	**	**
100	Rancho Bernardo Chamber of Commerce/RB Alive! Street Fair	10,781	15,444	**	**
101	Rancho Peñasquitos Town Council/Fiesta de los Peñasquitos	2,439	2,901	**	**
102	Rolando Community Council/Rolando Street Fair	-	3,481	**	**
103	San Diego Alliance for Asian Pacific Islanders/Asian Pacific Islander American Heritage Festival	-	19,693	**	**
104	San Diego Armed Services YMCA/North San Diego Bay July 4th Celebration and Fireworks Show	17,250	31,430	**	**
105	San Diego Asian Film Foundation/San Diego Asian Film Festival	-	31,185	**	**

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	FESTIVALS AND CELEBRATIONS				
106	San Diego Chinese Center/Chinese New Year Food and Cultural Faire	\$ 24,142	\$ 20,928	**	**
107	San Diego Dance Alliance/Nations of San Diego International Dance Festival	24,924	36,712	**	**
108	San Diego Earthworks/Earth Fair	13,514	19,838	**	**
109	San Diego Filipino American Humantiarian Foundation/Fiesta Filipiana	-	20,000	**	**
110	San Diego Fleet Week Foundation/Fleet Week San Diego	9,972	47,300	**	**
111	San Diego State University Foundation/Border Voices Poetry Fair	29,360	37,687	**	**
112	San Diego Taiwanese American Cneter/San Diego Taiwanese American Heritage Week	-	32,000	**	**
113	San Diego Young Artists Music Academy/Multicultural Music and Arts Extravaganza	-	10,000	**	**
114	Sherman Heights Community Center/Latin Music Festival and Fiestas Patrias	2,664	4,175	**	**
115	Spirit of the Fourth, Inc./Independence Day Celebration	6,510	26,419	**	**
116	Torrey Pines Kiwanis Foundation/La Jolla Festival of the Arts and Food Faire	10,350	10,000	**	**
117	United Italian American Association/Columbus Day Parade and Band Competition	4,480	6,768	**	**
118	Veteran's Memorial Center/Veteran's Day Parade	14,369	16,308	**	**
	SUBTOTAL FESTIVALS AND CELEBRATIONS	\$ 583,816	\$ 1,299,924	**	**

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
119	Actors Alliance of San Diego	\$ 13,340	\$ 14,826	**	**
120	Asian Story Theater	6,466	7,500	**	**
121	Athenaeum Music and Arts Library	124,930	157,956	**	**
122	California Ballet Company	126,981	157,724	**	**
123	Camarada Chamber Music Ensemble	8,834	14,073	**	**
124	Center for World Music	18,189	22,930	**	**
125	Centro Cultural de la Raza	22,054	53,781	**	**
126	Children's Museum of San Diego/Museo de los Niños de San Diego	84,000	156,065	**	**
127	Christian Community Theater/Christian Youth Theater	80,673	124,219	**	**
128	City Ballet, Inc.	53,664	66,522	**	**
129	City Moves! (San Diego Dance Institute)	34,332	34,777	**	**
130	Civic Youth Orchestra, Inc.	15,200	33,523	**	**
131	Classics for Kids	19,643	35,236	**	**
132	Combined Organizations for the Visual Arts (COVA)	7,617	15,437	**	**
133	Diversenary Theatre	32,540	51,710	**	**
134	Eveoke Dance Theatre	32,030	45,568	**	**
135	Fern Street Community Arts, Inc.	71,634	63,553	**	**
136	Fritz Theatre	15,036	-	**	**
137	Gaslamp Quarter Historical Foundation	21,728	57,107	**	**
138	Gay Men's Chorus of San Diego	10,383	22,332	**	**
139	Globe Theatres	571,049	722,088	**	**
140	House of Hospitality	94,786	137,700	**	**
141	Icarus Puppet Company	16,927	19,103	**	**
142	Installation Gallery	106,000	104,942	**	**
143	Institute for Arts Education	27,865	31,672	**	**
144	Japanese Friendship Garden Society, San Diego	44,557	75,449	**	**
145	Jean Isaacs' San Diego Dance Theater	23,465	44,137	**	**

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
146	La Jolla Chamber Music Society	\$ 251,391	\$ 317,872	**	**
147	La Jolla Playhouse	467,236	628,770	**	**
148	La Jolla Stage Company	-	17,000	**	**
149	La Jolla Symphony and Chorus	46,904	58,162	**	**
150	Lazarideus Foundation	-	15,750	**	**
151	Lower Left	4,842	12,467	**	**
152	Lyric Opera San Diego	-	88,178	**	**
153	Mainly Mozart Festival, Inc.	94,133	151,706	**	**
154	Malashock Dance and Company	55,465	61,088	**	**
155	Marine Corps Recruit Depot Museum Historical Society	10,000	-	**	**
156	McCaleb Dance	25,146	27,222	**	**
157	Mingei International Museum	216,567	243,799	**	**
158	Museum of Contemporary Art, San Diego	449,770	500,715	**	**
159	Museum of Photographic Arts	220,353	348,811	**	**
160	New Works/Vantage Theatre	9,303	10,020	**	**
161	PASACAT/Phillipine-American Society and Cultural Arts Troupe	17,384	15,791	**	**
162	Patricia Rincon Dance Collective	18,787	23,292	**	**
163	Persian Cultural Center	30,065	32,777	**	**
164	Playwrights Project	42,601	69,404	**	**
165	Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation	449,193	526,945	**	**
166	Samahan Filipino American Performing Arts and Education Center	15,960	20,096	**	**
167	San Diego Actors Theatre	-	4,423	**	**
168	San Diego Aerospace Museum, Inc.	248,130	227,127	**	**
169	San Diego Archaeological Center	11,773	17,779	**	**
170	San Diego Area Dance Alliance	-	-	**	**
171	San Diego Art Institute	47,759	69,815	**	**

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
172	San Diego Asian American Repertory Theatre	\$ 6,104	\$ 13,565	**	**
173	San Diego Automotive Museum	76,727	102,320	**	**
174	San Diego Ballet	40,072	46,743	**	**
175	San Diego Center for Jewish Culture	100,738	152,082	**	**
176	San Diego Chamber Orchestra	122,000	164,579	**	**
177	San Diego Children's Choir	28,917	38,995	**	**
178	San Diego Chinese Historical Society and Museum	15,829	19,402	**	**
179	San Diego Chorus/Sweet Adelines		41,500	**	**
180	San Diego Civic Light Opera	60,430	166,652	**	**
181	San Diego Civic Youth Ballet	7,787	24,570	**	**
182	San Diego Comic Opera	57,205	-	**	**
183	San Diego Early Music Society	12,401	15,748	**	**
184	San Diego Historical Society	224,328	277,525	**	**
185	San Diego Junior Theatre	125,958	146,500	**	**
186	San Diego Maritime Museum	243,524	331,984	**	**
187	San Diego Master Chorale	18,907	19,085	**	**
188	San Diego Men's Chorus	20,606	24,503	**	**
189	San Diego Mini-Concerts	3,832	5,111	**	**
190	San Diego Model Railroad Museum, Inc.	59,924	69,276	**	**
191	San Diego Museum Council	10,516	16,182	**	**
192	San Diego Museum of Art	519,687	599,880	**	**
193	San Diego Museum of Man	218,836	363,225	**	**
194	San Diego Natural History Museum/San Diego Society of Natural History	457,741	507,965	**	**
195	San Diego New Music	2,023	1,922	**	**

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Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	ARTS, CULTURE, AND COMMUNITY FESTIVALS				
	ORGANIZATIONAL SUPPORT				
196	San Diego Opera Association	\$ 619,367	\$ 683,611	**	**
197	San Diego Performing Arts League	108,725	125,754	**	**
198	San Diego Repertory Theatre	299,563	313,660	**	**
199	San Diego Symphony Orchestra, Inc.	400,856	600,105	**	**
200	San Diego Women's Chorus	6,921	8,486	**	**
201	San Diego Young Artists Symphony Orchestra	9,755	11,527	**	**
202	San Diego Youth Symphony	57,553	64,000	**	**
203	Sledgehammer Theatre	35,533	32,958	**	**
204	Southeastern Community Theatre	20,265	-	**	**
205	Spreckels Organ Society	35,333	42,682	**	**
206	Sun and Moon Vision Productions	-	11,548	**	**
207	Spruce Street Forum	13,431	-	**	**
208	Sushi, Inc.	10,000	40,000	**	**
209	Westwind Brass	26,477	28,537	**	**
210	Women's Caucus for the Arts	1,392	1,820	**	**
211	WorldBeat Cultural Center	21,053	28,953	**	**
212	Young Audiences of San Diego	24,000	26,952	**	**
	SUBTOTAL ORGANIZATIONAL SUPPORT	\$ 8,541,001	\$ 10,928,846	**	**

**Funding recommendations will be made by the Commission for Arts and Culture

Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
213	Arts and Culture Program Administration	\$ 877,434	\$ 835,637	\$ 835,637	\$ (41,797)
214	Public Art Fund	132,000	132,000	132,000	-
215	Neighborhood Arts Program	261,741	261,741	261,741	-
216	Festivals and Celebrations - Mayor/City Council Allocations (1)	80,000	90,000	90,000	10,000
	TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 10,475,992	\$ 13,548,148	\$ 9,543,934	\$ (932,058)
	MAJOR EVENTS				
217	Major Events Revolving Fund	\$ 345,845	\$ 311,260	\$ 311,260	\$ (34,585)
	TOTAL MAJOR EVENTS	\$ 345,845	\$ 311,260	\$ 311,260	\$ (34,585)

(1) Total Allocation in Fiscal Year 2003 was \$100,000. However, the funding for Districts 2 and 8 were allocated to organizations through the Budget Process and are not included in this Fiscal Year 2003 total.

	ORGANIZATION/ PROGRAM	FY 2003 BUDGET	FY 2004 REQUEST	FY 2004 MANAGER'S RECOM.	CHANGE FROM FY 2003 TO FY 2004
	SUMMARY				
	ECONOMIC DEVELOPMENT PROGRAMS	\$ 20,426,716	\$ 21,706,364	\$ 17,507,168	\$ (2,919,548)
	SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	19,822,073	23,788,735	23,778,735	3,956,662
	CAPITAL IMPROVEMENTS	36,519,850	38,492,525	38,492,525	1,972,675
	ARTS, CULTURE, AND COMMUNITY FESTIVALS	10,475,992	13,548,148	9,543,934	(932,058)
	MAJOR EVENTS	345,845	311,260	311,260	(34,585)
	TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 87,590,476	\$ 97,847,032	\$ 89,633,622	\$ 2,043,146

Special Promotional Programs

Division/Major Program Descriptions

Economic Development

To promote the City of San Diego as a visitor destination and advance the City's economy by increasing tourism and attracting industry.

Citywide

Accessible San Diego

Accessible San Diego (ASD) is San Diego's only non-profit information center for travelers with disabilities and for accessible meeting planners. It is also the originator of the Access and Senior Marketing Program. ASD provides valuable services and resources for travelers with disabilities and meeting planners via its information center, the "Access in San Diego" guide, its hotline telephone and website. ASD has also implemented a Beach Access Program, the world's first program to provide power beach chairs to persons with mobility disabilities.

California State Games

The California State Games is a statewide amateur sports festival for young athletes. It is modeled in the Olympic tradition, complete with Opening Ceremonies, Lighting of the Torch, and Gold, Silver and Bronze medals. The California State Games are part of a nationwide development program of the United States Olympic Committee that provides exposure for future Olympians and an opportunity for thousands to compete in an Olympic-style event.

City of San Diego/ Economic Development

Economic Development, a component of the City of San Diego Economic Development and Community Services Department, is the only organization solely dedicated to the promotion of industrial and commercial development for the City of San Diego. The primary mission of Economic Development is to provide targeted assistance to key businesses that results in the retention and expansion of jobs and investment in the City of San Diego.

San Diego African American Sports Association/Gold Coast Classic

The objectives of the Gold Coast Classic are to host Black collegiate football teams and bands to play in San Diego, attract thousands of fans who will participate in game week activities and attend the football game, and promote San Diego as a tourist destination through national media.

San Diego Bowl Game Association/Pacific Life Holiday Bowl

The objectives of the Pacific Life Holiday Bowl are to invite premier college football teams that will attract thousands of fans to participate in bowl week activities and attend the football game, and to promote San Diego as a tourist destination through national media, including telecast of the game and parade.

San Diego Convention & Visitors Bureau Promotional Program/Marketing Program

The San Diego Convention and Visitors Bureau (ConVis) strives to promote and maintain a healthy convention and visitors industry in the San Diego region in a manner that will benefit the community economically and environmentally. The ConVis Marketing Program is designed to support and expand ConVis' current marketing efforts. The programs within this plan are designed to integrate with existing marketing programs that are targeted to leisure market development.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Crew Classic Rowing Regatta

The San Diego Crew Classic Rowing Regatta, scheduled for April 3-4, 2004 has been the project of the Crew Classic organization since 1973. The Rowing Regatta is an annual two day event on Mission Bay that hosts 3,400 athletes from across the country and abroad. It is the largest 2,000 meter regatta in the U.S. that is run exclusively for 8s (eight rowers and a coxswain). Included are a trade show, concessions, entertainment and an elegant fund-raising brunch, as well as picnic space for an estimated 15,000-20,000 spectators.

San Diego Film Commission

The goal of the San Diego Film Commission is to market San Diego as a filming destination and enhance the entertainment industry in the San Diego region, thus creating jobs and increasing tourism and hotel occupancy.

San Diego Hall of Champions

The mission of the San Diego Hall of Champions is to promote, recognize and preserve athletic achievement for inspiring individuals of all ages to reach their full potential. The Hall of Champions is the recognized authority and archival source for San Diego sports history, featuring over 1,400 artifacts from 40 sports and archival media on over 2,000 San Diego athletes. The Breitbard Hall of Fame honors and preserves the history of San Diego's greatest athletes. Outreach programs to San Diego youth teach the history of San Diego sports and the life skills that are learned from participation in sports.

San Diego International Sports Council

The mission of the San Diego International Sports Council is to promote the San Diego-Tijuana region as the preferred destination for sporting events and activities that benefit the region, both socially and economically.

San Diego North Convention & Visitors Bureau

This program is an aggressive year-round sales and marketing effort to promote San Diego North as a preferred visitor destination through trade and travel shows, public relations, special promotions, Internet and direct sales. The program objective is to enhance the economic development of San Diego North through increases in visitor spending and Transient Occupancy Tax. All promotional efforts will serve the hospitality industry in North City areas of Rancho Bernardo, Rancho Peñasquitos, La Jolla and Carmel Valley, which fall within San Diego City limits.

San Diego Regional Economic Development Corporation

The San Diego Regional Economic Development Corporation (EDC) is dedicated to sustaining regional economic prosperity. EDC is the only regionwide organization focused on maintaining a competitive business environment through the assessment of human resource and infrastructure needs and public policy concerns of technology industries; proactive outreach to expanding technology companies; and increased awareness of San Diego as a technology center of excellence.

San Diego World Trade Center/Local Access to Global Markets

The World Trade Center sponsors Local Access to Global Markets, a project that targets small to medium-sized enterprises in San Diego, providing them with information and business contacts in a cost efficient and effective manner. The program's goal is to expand international business and the San Diego economy.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Economic Development and Tourism Support

ACCION San Diego

ACCION San Diego is a mission-driven, 501(c)(3) non-profit organization, which helps microentrepreneurs strengthen their businesses, stabilize their incomes, create additional employment and contribute to the economic revitalization of their communities. ACCION San Diego focuses on income and job creation through development of microenterprises located in low-to-moderate income areas traditionally underserved by the commercial banking sector. ACCION targets underserved communities and works with strategic partners in local government, community based agencies, corporations, and banks in a coordinated approach to comprehensive community revitalization.

Asian Business Association of San Diego

The Asian Business Association, San Diego (ABA) is a non-profit membership organization established in 1990 to support Asian-owned businesses. ABA provides networking opportunities, professional development and business advocacy for the ever-increasing Asian Pacific American business community in San Diego.

Bayview Community Development Corporation

Bayview Community Development Corporation (Bayview CDC) was incorporated in January 1995, and has quickly grown to a comprehensive service oriented organization. Bayview CDC targets San Diego's inner city residents, developing and implementing innovative programs in the areas of affordable housing, employment, business development, and community organizing. Services are individualized, allowing residents to identify and achieve their personal development goals in various areas, without forcing unneeded services on anyone.

City Heights Community Development Corporation

The City Heights Community Development Corporation (CHCDC) is a 501(c)(3) developed by and for residents in 1981 to address the issues of blight and disinvestments in one of San Diego's oldest and poorest urban communities to enhance the quality of life in City Heights by working with the community to create affordable housing and livable neighborhoods, foster economic development and stimulate investment.

College Area Economic Development Corporation

The College Area Economic Development Corporation (CAEDC) is a non-profit organization dedicated to improving the College Business District. The organization works from a four-committee approach, with monthly committee meetings in the area of Design, Economic Restructuring, Organization, and Promotion. The CAEDC attracts and retains businesses in the College Area.

Diamond Community Development Corporation

The Diamond CDC is a non-profit corporation organized for public benefit and serves a community with modest incomes and resources. Diamond CDC seeks to promote an economic, social and cultural environment that enhances the quality of life for Diamond residents and visitors.

East County Economic Development Council

The East County Economic Development Council (ECEDC) was formed in 1984 as a 501(c)(6) business non-profit organization. The East County EDC Foundation was formed as a 501(c)(3) in 1998 to address specific research, education, and economic development projects. The primary objective of the ECEDC and its foundation is to engage in economic development in the region. The Connectory.com project for which this grant application is submitted covers the City of San Diego.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Food and Beverage Association of San Diego

For 57 years, the Food & Beverage Association (F&BA) of San Diego County has been promoting responsible and safe destinations for tourists and residents in San Diego. The F&BA works to: Enhance San Diego's hospitality industry to be attractive to new outside investment; conduct training programs insuring high-operating standards for health, service and safety; communicate effectively on labor issues, marketing programs, and problem-solving techniques; provide an array of services designed to allow businesses to run better and be more profitable; and work with other organizations to enhance the City's economy.

Hostelling International - American Youth Hostels

Hostelling International-American Youth Hostels (HI-AYH) is a charitable tax-exempt organization under the IRS 501(c)(3) code. Over the past 60 years, the organization has evolved from a simple accommodation network to a leader in experiential education. Our humanitarian mission is a simple powerful one: To enhance the prospect for global peace and stability by providing learning opportunities that nurture interaction and understanding among the diverse peoples of the world. The vessels for our work are the buildings called youth hostels. HI-AYH San Diego Council currently operates three successful hostels that host more than 48,000 overnights annually.

International Rescue Committee

Founded in 1933 by Albert Einstein, the International Rescue Committee (IRC) opened its San Diego office in 1975, and has since resettled nearly 20,000 refugees in the community. Helping refugees to achieve economic self-sufficiency is one of the IRC's primary resettlement goals. Last year, the IRC resettled 760 refugees in San Diego County, and assisted more than 2,500 refugees from more than 10 different countries.

International Visitors Council of San Diego

The International Visitors Council (IVC) of San Diego, a non-profit organization, is one of 97 volunteer councils in cities across the U.S., working under the national network of the Washington, DC-based nonprofit National Council for International Visitors. Most of IVC's work involves assisting the U.S. Department of State with its International Visitors Program. This program sponsors visits to the U.S. of foreign leaders and opinion makers to meet and exchange ideas with Americans. The IVC arranges professional meetings with San Diego business and community leaders in the visitor's field of interest; provides the opportunity to meet San Diegans socially in their homes; arranges accommodations for the visitors; accompanies visitors on appointments; arranges sightseeing and escorts visitors to events.

Japan Society of San Diego and Tijuana

The Japan Society of San Diego & Tijuana (JSSDT) was formed in 1996 with the mission of fostering relationships between San Diego and California's two largest trading partners Japan and Mexico. Recognizing the importance of the multi-faceted linkage between the economy of San Diego and that of the three countries — Japan, Mexico and the United States — the JSSDT strives to maintain and enhance that relationship through its programs and services. The JSSDT has been widely welcomed by the community as evidenced by the diversity and enthusiastic participation of its membership which includes people of various nationalities from all walks of life.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Mission Valley Tourism Council

The Mission Valley Tourism Council is an active and vital organization that meets monthly to disseminate important industry information and to set and review the short and the long term marketing goal and objectives of the organization. The 25 lodging establishments in Mission Valley and their 6,000+ hotel rooms represent approximately 15% of the total inventory of hotel rooms in San Diego County. These lodging establishments will contribute over \$15 million in Transient Occupancy Tax revenue to the City of San Diego for Fiscal Year 2002 and it is estimated that these hotels employ approximately 4,200 San Diegans.

Otay Mesa Chamber of Commerce

The Otay Mesa Chamber of Commerce, a non-profit business advocacy organization, seeks to enhance employment and economic opportunities in Otay Mesa and develop a competitive and increased exporting base in San Diego. Founded in 1987, the Chamber has advocated for major infrastructure projects in Otay Mesa that impact San Diego's exporting base; creating business expansion opportunities; engaged in public education, and supported the needs of the region's business community. The Chamber's most recent accomplishments include: a) spearheading a regional effort to secure more than \$230 million for SR-905; b) leading the effort to develop and expand public transportation in Otay Mesa and c) reducing wait times at the San Ysidro and Otay Mesa Ports of Entry.

Promote La Jolla, Inc.

Promote La Jolla Inc. (PLJ) is the administrator for the La Jolla Business Improvement District (BID). It is the only BID in Council District One, and is located in the downtown village of La Jolla. The organization consists of 1,200 local merchants, restaurateurs, hoteliers and businesses, which elect 15 volunteer board members. The BID is modeled after the Main Street program and consists of four committees: Economic Development, Design, Promotions, and Organization. PLJ is an established non-profit organization with existing contractual obligations with the City of San Diego for the improvement of business in the La Jolla area.

Responsible Hospitality Institute

The Responsible Hospitality Institute (RHI) is a private non-profit organization founded in 1983 in Massachusetts to promote legal and social awareness programs for the hospitality industry. RHI serves as a unique vehicle to pursue changes in systems. Offices were relocated to California in 1989. In 1996 RHI relocated its primary office to the City of San Diego to manage the San Diego Hospitality Resource Panel (HRP) organized to address the high risk business practices in Pacific Beach's restaurants and bars. In six years, it has gradually expanded its program and area of service to the whole City. The San Diego HRP remains RHI's most evolved and developed project, serving as a model for other cities organizing their own HRP.

San Diego County Hispanic Chamber of Commerce

The San Diego County Hispanic Chamber of Commerce (SDCHCC) acts as a business resource for the San Diego business community by conducting seminars, providing referrals for contracting opportunities in the region and hosting monthly networking mixers. The Chamber has a contract with the City of San Diego and the San Diego Unified School District to perform community outreach and increase the procurement opportunities for small businesses. The SDCHCC also provides a website for member referrals and business/contracting opportunities. The SDCHCC publishes a monthly newsletter that promotes the Chamber's events, local businesses and community news. The SDCHCC will coordinate the fourth annual Viva El Mariachi Festival! which will attract visitors from the southwest United States. In partnership with the Port of San Diego, The Chamber will also host trade delegations from Mexico to promote trade and business development.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego East Visitors Bureau

The San Diego East Visitors Bureau is a non-profit community organization dedicated to strengthening the economic base of San Diego tourism through efforts to increase the viability and visibility of San Diego's visitor industry. The Bureau promotes the region through strategic and collaborative marketing campaigns to give the area identity and recognition.

San Diego Regional Chamber of Commerce

With more than 3,000 members, the San Diego Regional Chamber of Commerce is actively involved in public policy and providing valuable resources to its members. The San Diego Regional Chamber of Commerce is a nonprofit group that offers unprecedented benefits, discounts, and opportunities to make San Diego businesses prosperous.

San Diego Regional Technology Alliance

The San Diego Regional Technology Alliance (RTA) is a private, 501©(3) corporation, chartered in State legislation by the Technology Trade and Commerce to help ensure the economic growth and employment development in San Diego's technology community. Since 1993, the RTA has been: a trusted partner to early-stage technologists and a resource to the investment community; a proponent of applying technological solutions to the task of bridging the digital divide; and a rich resource for public policy information, centered around catalyzing the San Diego technology community.

South County Economic Development Council

The South County Economic Development Council (SCEDC), a 501 © (3) non-profit organization, was formed in 1989 by a group of South San Diego business and community leaders. SCEDC objectives/goals within the South San Diego region include: encourage private investment and job creation; promote diversified residential and overall business development; publicize the cultural, educational, social and geographic opportunities of the area to attract new businesses and tourism and serve as a promoter for the regions and public and private interests.

Travelers Aid Society of San Diego

In the world of high technology and on-line information and communication, Travelers Aid provides a personal interface – a friendly voice, experienced personnel and results-oriented volunteers - for information and assistance in an emergency. Founded in 1914, the Travelers Aid Society of San Diego has been providing essential social services related to travelers since World War I when the agency assisted women left suddenly by husbands who had been called to sea. The Travelers Aid umbrella of caring assistance covers people who have been stranded, victims of domestic violence who need to leave the area, runaway/throwaway youth, abandoned children and almost any traveler who needs help in one form or another. In many situations, the assistance provided by Travelers Aid helps people reshape their lives.

Uptown Partnership

The Uptown Partnership is a non-profit organization serving the Uptown (Bankers Hill, Hillcrest, Mission Hills, Middletown, and Park West) community by planning and implementing programs and projects that aid in the renaissance of Uptown's neighborhoods and businesses.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Safety and Maintenance of Visitor-Related Facilities

To provide supplemental funding for public safety and the maintenance of visitor-related facilities.

Maintenance and Security of Visitor-Related Facilities

This program reimburses the General Fund for a portion of the costs incurred by General Fund departments that provide security and maintenance of visitor-related facilities.

Mission Trails Regional Park Foundation, Inc.

The goals of this program are to maintain a state-of-the-art interpretive exhibit and educational program for visitors, the general public and students; providing visitor amenities throughout the Park; promotion of the Park to San Diego residents and visitors and supporting visitor services and amenities at the Kumeyaay Lake Campground.

Public Safety Enhancements

Funding is provided for positions and related support added as a result of the Public Safety Ordinance adopted during Fiscal Year 1994 - Fiscal Year 1998.

Regional Park Safety Program

This program provides funding for improved park security at Mission Bay Park.

Special Event Reimbursement of City Costs

This program reimburses the General Fund for a portion of the costs incurred by General Fund departments that provide necessary support for special events occurring throughout the City during the year.

Transient Occupancy Tax (TOT) Payment Audit

This program reimburses the General Fund for the costs incurred by the City Auditor and Comptroller's Office to conduct TOT payment audits. The audits conducted ensure that the City receives appropriate tax revenues based upon room revenues.

Capital Improvements

To provide funding for the renovation, construction and expansion of visitor-related facilities and projects.

Balboa Park/Mission Bay Park Improvements

This allocation provides the City with the ability to finance capital improvements in Balboa Park and Mission Bay Park.

Convention Center Complex

This program provides debt service funding and administrative costs related to the expansion of the Convention Center, which more than doubled the existing exhibit hall. The expanded facility opened in September 2001.

Major Facilities

This program currently provides funding for potential new facilities including the Library System and debt service payments for PETCO Park.

Natural History Museum

This program includes funding for improvements to the Natural History Museum.

New Convention Facility

This program provides for the transfer of funding from Special Promotional Programs to the New Convention Facility Fund for the purpose of planning, promoting, operating and maintaining the San Diego Convention Center.

Trolley Extension Reserve

This program includes funding equivalent to the annual lease payments for both the Bayside and Old Town Trolley bond issuances allocated annually to finance the extension of the San Diego Trolley.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Arts, Culture, and Community Festivals

To enhance the economy and contribute to San Diego's reputation as a cultural destination by nurturing and maintaining art and cultural institutions of national and international reputation; supporting programs and projects that provide access to excellence in culture and the arts for residents and visitors; and funding programs and events that enrich the lives of the people of San Diego and build healthy, vital neighborhoods.

Festivals and Celebrations

Adams Avenue Business Association/Adams Avenue Street Fair and Roots Festival

The Adams Avenue Street Fair and the Adams Avenue Roots Festival are Normal Heights community-based celebrations marketed as music festivals and regional attractions. They are produced by, and are integral to the successes of the Adams Avenue Business Association and its neighborhood revitalization agenda. Both events include multiple stages for dozens of musical performances, plus local vendors, beer gardens and a carnival.

Alpha Phi Alpha Fraternity, Inc./Martin Luther King, Jr. Pageant and Parade

The annual Martin Luther King, Jr., Pageant and Parade have become the highlight of San Diego's Martin Luther King, Jr. birthday celebration. It attracts over 35,000 people of all backgrounds to enjoy the event. The parade starts on West Harbor Drive and moves south through downtown. Winning float entries are judged based on workmanship, theme/design, animation/sound, humanity/appeal and audience reaction. The parade promotes cultural diversity and embraces the ideals sought by Dr. Martin Luther King, Jr.

America's Finest City Dixieland Jazz Society/San Diego Thanksgiving Dixieland Jazz Festival

The San Diego Thanksgiving Dixieland Jazz Festival is a six-day event held over the Thanksgiving weekend at the Town and Country Resort and Convention Center. It features 30 bands and 300 performers who showcase traditional jazz for thousands of local and out-of-town participants.

Blues Lovers United of San Diego/San Diego Blues Festival

The San Diego Blues Festival is a two-day music event at the Embarcadero Marina Park South on the San Diego waterfront. The event, held each June, features both local and national blues artists and raises money for non-profits such as the San Diego Center for Children and the Blues Lovers United of San Diego's Blues in the Schools program.

Bon Temps Social Club of San Diego/San Diego Cajun Zydeco Music and Food Festival

A two-day ticketed festival featuring Cajun and Zydeco music and food from Louisiana, this family oriented event includes performances by nationally recognized musicians, dance and dance instruction, cooking demonstrations, ethnic food and arts vendors and community exhibits.

Cabrillo Festival, Inc./Annual Cabrillo Festival

The Annual Cabrillo Festival takes place at the Cabrillo National Monument each September. Events include an opening ceremony and flag raising, visits to elementary schools, a Commemorative Ceremony and Wreath Laying and Open House. The Open House Cultural Program features Native American, Mexican, Portuguese and Spanish dancers and food booths, a Kumeyaay basket weaving and acorn grinding demonstration, 16th century soldier/sailor living history encampment, children's activities, and re-enactment of Cabrillo's Landing on Ballast Point.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Cambodian Buddhist Society of San Diego, Inc./The Cambodian New Year Festival

The Cambodian New Year Festival showcases its history and culture with traditional dance performances, music and games. A soccer tournament brings together Cambodians and San Diegans to celebrate the Cambodian New Year.

Cambodian Dancers of San Diego/ Khmer Culture Festival

The Khmer Culture Festival is an annual fair organized by the Cambodian Dancers of San Diego to celebrate the accomplishments of the Cambodian youths who have worked throughout the year to learn the traditional dances of the Cambodian culture. The event also provides a venue for members of San Diego's Cambodian community to come together and celebrate the Cambodian New Year. The festival is held each Spring in Colina Park.

Centre City Development Corporation/Downtown San Diego Multi-Cultural Festival

The Downtown San Diego Multi-Cultural Festival coincides with the annual Martin Luther King, Jr. Parade providing additional activities and exhibits that commemorate the life of Dr. Martin Luther King, Jr. The Festival promotes the multicultural and intergenerational diversity of the community with ethnic food booths, nonprofit vendors, and a candlelight walking tour along the Martin Luther King, Jr. Promenade.

City Heights Community Development Corporation/ City Heights International Village Celebration

The annual International Village Celebration is an alcohol-free, seven-block multi-cultural street fair in City Heights held on the first Saturday in June on University Avenue starting at Fairmount Avenue and continuing to Euclid Ave. There are three stages for entertainment, food, vendor, social services and community information booths and a Fun Zone containing a petting zoo, face painting, interactive art booths, rides and children's entertainment.

City Heights Town Council, Inc./A Taste of City Heights

A Taste of City Heights is an annual festival of diverse restaurants in City Heights. Participants gather on El Cajon Boulevard at Hoover High School to hear live music by a local band before boarding London-style double-decker buses and vans to be taken to 16 participating restaurants and 4 ethnic markets. Participants sample food from menus representing the area's restaurants. The guests evaluate "The Taste" in writing as they leave. Participants spend an afternoon in one of San Diego's most revitalized and interesting communities.

College Area Economic Development Corporation/ Celebrate College Series

A series of monthly community cultural events that celebrate the College area at the Tuesday Farmers' Market. Music, ethnic cuisine, dance, arts contests and community services combine for added enjoyment for those who attend the Market.

Diamond Community Development Corporation/ Concerts in the Park

A series of performances linked by a jazz theme and staged over a series of weekends that celebrate major events in people's attainment of personal and economic freedom. To develop, fund and install Fourth District Diamond-area Neighborhood Arts Projects, beginning with an installation at the Diamond Business Plaza.

Disabled Services Advisory Council/ Disability Awareness Faire

Held in October during National Disability Awareness Month, the Disability Awareness Faire celebrates and informs the disabled community through a series of performances, social services booths and events at Balboa Park.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Discover Pacific Beach/ Pacific BeachFest

The Pacific BeachFest is a one-day family festival blending sun, sand and old-fashioned fun on the boardwalk. Offerings include beach/ocean competitions, live music, Kidfest, Arts and Crafts Village, Pacific Beach Merchants Sidewalk Sale and A Taste of Pacific Beach Food Court. BeachFest is produced by the two primary community non-profits – Discover Pacific Beach, a business improvement association, and the Pacific Beach Town Council.

Encanto Community Fund/ Encanto Street Fair and Cultural Arts Festival

The Encanto Street Fair and Cultural Arts Festival takes place in August and is located between 61st Street and 65th Street on Imperial Avenue. It features six outdoor stages of musical entertainment and more than 200 small business vendors offering food and other items. The one-day event is free, family oriented and alcohol-free.

Fire Fighters Advisory Council to the Burn Institute/Fire Expo

Fire Expo is a unique event conducted by the Fire Fighters Advisory Council to the Burn Institute. Fire Expo is free to the public, attracts visitors from throughout California and Arizona, offers public safety information, fire and burn prevention information, and demonstrates how the fire service and other public safety agencies serve the community.

Gaslamp Quarter Association/ Mardi Gras Celebration and Parade

Mardi Gras in the Gaslamp includes a parade featuring 30-50 units, 12-15 Gaslamp Klubs presenting special food, music and entertainment and a block party (ages 21 and higher) featuring food, music, beads and other entertainment. Mardi Gras attendees come from throughout southern California due to increased efforts to promote this event in Los Angeles, Riverside and Orange Counties.

Greater Golden Hill Community Development Corporation/Golden Hill Street Festival

This annual event includes music, dances, food, local organizations and information.

Hillcrest Business Improvement Association/ City Fest

City Fest is held each summer in Hillcrest on Fifth Avenue between University Avenue and Walnut Streets. It includes street vendors, continuous live entertainment on two stages, food courts, and two beer gardens. Admission is free to this one-day event.

Historic Old Town Community Foundation/Old Town Fiesta Cinco de Mayo

The Old Town Fiesta Cinco de Mayo is a free, three-day cultural celebration that brings people together through dance, music, food and historical reenactments while raising the identity of Old Town – California's first European community – as a cultural destination. The Fiesta exposes residents and tourists to Mexican history and Hispanic culture. It enhances community identity and unity while raising the visibility of Old Town.

I-15 Diamond Gateway Chamber of Commerce/ Carmel Mountain Ranch Fall Festival

The Carmel Mountain Ranch Fall Festival is an annual event that promotes community spirit through Festival participation. Each year it offers crafts, business, organizations, health and food booths, three stages and a kiddie land.

Kiwanis Club of Tierrasanta/Tierrasanta Oktoberfest

The Tierrasanta Oktoberfest, held at the Tierrasanta Community Park, provides an authentic German dinner, beer garden, musical entertainment, children's activities and a fireworks display for over 2,000 Tierrasanta families, friends and visitors.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Linda Vista Multi-Cultural Fair, Inc./ Linda Vista Multi-Cultural Fair and Parade

The Linda Vista Multi-Cultural Fair and Parade showcases a variety of ethnic and racial groups through exhibition of arts, crafts, music, performances, food, games and other activities for adults and children. It is held each year on Linda Vista Road (between Ulric and Comstock Streets) and attracts an estimated 15,000 San Diegans and 2,000 out-of towners.

Media Arts Center San Diego, Inc./San Diego Latino Film Festival

The 10th annual San Diego Latino Film Festival will present over 90 feature films and host over 30 actors and filmmakers from across Latin America and the United States. The Festival will allow San Diegans to see films and videos never released before in this area. The event will be held in March 2004 and will attract an audience of 11,000.

Mission Hills Foundation/ Mission Hills Concert in the Park

A series of nine free concerts at Presidio Park on Friday nights in July and August for families, residents and visitors to enjoy.

North Park Community Association/ Bird Park Concepts

A variety of live music concerts in a park setting on alternate Saturdays in July and August. Concerts are free and open to the public.

North Park Lions Club/North Park Lions Club Holiday Parade

An annual holiday parade for the enjoyment of children and adults who live in, work in or visit the community of North Park. The parade has over 125 bands, floats and parade entries.

North Park Main Street Association/ North Park Spring Festival

The North Park Spring Festival is a free celebration that enhances North Park's unique identity as an arts, culture, & entertainment district and showcases the diversity of the mid-city neighborhood. It features nearly 200 arts and crafts vendors and local businesses, specialty foods, children's amusement rides, carnival games, street performers, and homegrown bands. The highlight of the Spring Festival is the professional Karaoke stage, which attracts participants from throughout Southern California. The performances are recorded and aired on cable television weekly during the course of the year.

Ocean Beach Main Street Association/ Ocean Beach Street Fair, Chili Cook-Off and Fireworks Festival

Newport Avenue in Ocean Beach is the stage for the Ocean Beach Street Fair and Chili Cook-Off, Fireworks Festival. The grass roots efforts of a handful of merchants and residents resulted in a successful chili cook-off over 23 years ago. The funds generated financed the first fireworks events at the beach. Since its origination, the Festival has remained one of community pride, involvement and ownership.

Pacific Beach Community Foundation/ Pacific Beach Block Party

The Pacific Beach Block Party is an annual celebration of the Pacific Beach community which brings over 600 exhibitors and sponsors, more than 50 musical artists and thousands of resident and visitor attendees.

Pacific Southwest Wildlife Arts, Inc./ California Open Wildlife Festival

The California Open Wildlife Festival is a national wildlife art show and carving competition with major emphasis on birds, wildfowl, and fish. The event is held at the Al Bahr Shrine Auditorium in Kearny Mesa.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Peninsula Chamber of Commerce/ Point Loma Village Cultural Faire

The Point Loma Village Cultural Faire is a free, one-day event to be held in the neighborhood of Point Loma/Shelter Island. The event has performing arts stages featuring a wide range of performing arts groups including Portuguese folkloric music and dance, hip hop, gospel and dance theatre. Artistic merchandise and crafts are also available.

Point Loma Association/ Point Loma Concert Series

Free family concerts for the Point Loma community. Musical performances are chosen for their broad appeal to people of all ages and backgrounds. Concerts take place on five consecutive Friday evenings in the Summer time.

Rancho Bernardo Chamber of Commerce/ RB Alive! Street Fair

RB Alive! is a street fair featuring health care, business fair, food fair, arts and crafts, kiddieland, and entertainment held on the first Sunday in June.

Rancho Peñasquitos Town Council/ Fiesta de los Peñasquitos

The Fiesta de los Peñasquitos is co-hosted by Rancho Peñasquitos' Town Council and Chamber of Commerce. It fosters a "spirit of community" by bringing the community together, showcasing area businesses and community organizations, providing a fun time for residents and visitors, serving as a forum for recognizing deserving individuals, organizations, and businesses and benefiting the community as a major fund raiser for area business development and community service grants.

Rolando Community Council/ Rolando Street Fair

The Rolando Street Fair is an annual one-day community street fair featuring food, music, crafts and commercial vendors. The Rolando Street Fair draws over 10,000 people from Rolando-College area and the vicinity. The Rolando Community Council produces it as an annual, alcohol-free gathering for families.

San Diego Alliance for Pacific Islanders/ Asian Pacific Islander American Heritage Festival

This annual event celebrates the Asian American and Pacific Islander American community's heritage diversity and unity by sharing their crafts, cultural performances and culinary delights.

San Diego Asian Film Foundation/ San Diego Asian Film Festival

The San Diego Asian Film Festival showcases films that are produced, directed and written by and about Asian Americans or Asian issues. Each year it attracts thousands of festival attendees at its commercial theatre venue.

San Diego Chinese Center/ Chinese New Year Food and Cultural Faire

In celebration of the Chinese Lunar Year, the San Diego Chinese Center in coordination with the Chinese Consolidated Benevolent Association sponsors the Chinese New Year Food and Cultural Faire in the heart of Asian Thematic District, along Third Avenue and J Street. The two-day celebration and festival will consist of Chinese entertainment, cultural exhibits, Chinese history in San Diego displays, demonstrations and delicious foods from the many regions of China and Asia. It is expected to draw 17,000 visitors and volunteers.

San Diego Armed Services YMCA, North San Diego Bay July Fourth Celebration

A Fourth of July fireworks show over North San Diego Bay for the viewing pleasure of visitors on land and on the water.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Dance Alliance/ Nations of San Diego International Dance Festival

Nations of San Diego International Dance Festival is the largest ethnic dance festival in Southern California. The mission of this annual event is to assist in the preservation of ethnic dance by showcasing a variety of ethnic traditions in a festival that fosters pride in our community. Nations of San Diego is a stage presentation that promotes multiculturalism and furthers the audience's appreciation of and respect for our region's artistic and ethnic diversity.

San Diego Earthworks/ EarthFair

EarthFair is a free environmental fair produced by volunteers featuring a wide variety of informational and educational exhibits, entertainment and activities for the whole family. The event is held each Earth Day in April in Balboa Park.

San Diego Filipino-American Humanitarian Foundation/ Fiesta Filipiniana

The Fiesta Filipiniana is a full day of cultural activities celebrating the anniversary of Philippine Independence. Festivities highlight their history heritage, culture and tradition for the benefit of residents and visitors alike.

San Diego Fleet Week Foundation/ Fleet Week San Diego

The Sea and Air Parade and the Columbus Day Parade are just two of 25 events that make up "Fleet Week," a two-week celebration of the armed services in San Diego.

San Diego State University Foundation/ Border Voices Poetry Fair

The 10th annual Border Voices Poetry Fair is held at San Diego State University as the culmination of Border Voices' year-round Poets-in-the-Schools programs. The fair will feature poets and musical groups from around the world.

San Diego Taiwanese American Center/ San Diego Taiwanese American Heritage Week

The Taiwanese American Heritage Week provides the community with insight into the contributions the Taiwanese culture makes to the arts through dance, music, painting and photography. The week long event includes performances and exhibits that demonstrate how the Taiwanese community enhances arts and culture in San Diego.

San Diego Young Artists Music Academy/ Multi-Cultural Music and Arts Extravaganza

A music and arts festival to reach residents and visitors in the southeastern San Diego region and its neighboring communities. The day is highlighted with performances by dancers, instrumentalists, vocalists and theatre groups. Local businesses and vendors have an opportunity to promote their services and sell their goods.

Sherman Heights Community Center/ Latin Music Festival and Fiestas Patrias

The purpose of the Latin Music Festival and Fiestas Patrias Celebration is to foster community pride through celebration of culture and history, enhance community outreach and visibility for the Sherman Heights Community Center, and provide fundraising opportunities for the Center's programs and income generating opportunities for neighborhood residents. The Latin Music Festival is held in the Summer and the Fiestas Patrias is held in the Fall.

Spirit of the Fourth, Inc./ Independence Day Celebration

An Independence Day Celebration is comprised of a patriotic ceremony underscoring the principles on which the nation was founded, a parade, multi-ethnic entertainment and an array of street-fair style booths and displays.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Torrey Pines Kiwanis Foundation/ La Jolla Festival of the Arts and Food Faire

The La Jolla Festival of the Arts and Food Faire is an annual event which includes 180 artists, 25 food vendors and a wide variety of entertainment. The event takes place at the La Jolla Country Day School and the net proceeds benefit programs for physically challenged San Diegans.

United Italian American Association/ Columbus Day Parade and Band Competition

The United Italian American Association annually produces the Columbus Day Parade and Band Competition. The celebration is designed to commemorate the discovery of the "New World" and to provide over 1,000 high school students a quality band competition with eight professional judges from the Southern California Orchestra and Band Association. The event includes an equestrian competition and festival in Amici Park.

Veteran's Memorial Center/ Veteran's Day Parade

The annual Veteran's Day Parade includes marching bands, color guards, floats and veteran's units in a parade from the San Diego County Administration Building to Seaport Village down Harbor Drive.

Organizational Support

Actors Alliance of San Diego

The Actors Alliance of San Diego is a non-profit arts organization created by San Diego theatre artists. It is dedicated to the advancement, promotion and exposure of the artists who constitute its membership. It is also committed to the overall enhancement of the San Diego theatre community through the provision of support services, production of quality theatrical events, and collaboration on theatre-based programs and projects.

Asian Story Theater

The Asian Story Theater uses live theater as a medium for education as well as entertainment and broadens multi-cultural awareness by dramatizing modern and classic Asian tales to families, children, and teachers.

Athenaeum Music and Arts Library

The mission of the Athenaeum Music and Arts Library is to provide the La Jolla and San Diego communities with library resources in music and the arts, and an ongoing schedule of concerts, exhibitions, arts appreciation lectures and studio art classes. Library collections and art exhibitions are open free to the public five days a week.

California Ballet Association/ Company

The California Ballet Company is dedicated to presenting a full season of high quality professional ballet each year for the greater San Diego community and providing a forum for professional dancers to develop and maintain their artistic skill. The ballet repertoire encompasses 68 ballets including major works by Balanchine, Limon, and other full-scale classics. The California Ballet provides outreach programs, including lecture demonstrations, and master classes in educational institutions.

Camarada, Inc.

Since its creation in 1994, Camarada, Inc. has performed a wide spectrum of music from diverse styles, eras and aesthetics. Dedicated to presenting innovative chamber music in collaboration with other artists and mediums, the group performs in unique and unusual environments beyond the confines of the concert hall. Camarada also specializes in repertoire geared toward the interests of young people.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Center for World Music

The Center for World Music provides the San Diego community with access to quality performance experiences and educational opportunities in the music and dance traditions of the world. The Center's activities include large concerts, smaller chamber concerts, special events, international tours, classes, workshops, community projects and assistance to local traditional artists.

Centro Cultural de la Raza

The mission of the Centro Cultural de la Raza is to create, promote and preserve Chicano, indigenous and Mexican art and culture. More than 30 years old, Centro, located in Balboa Park, provides easy access to residents and tourists alike who are interested in cultural events and education. It also serves as a regional, national and international resource for information on the cultural art forms of the United States/Mexico border region.

Children's Museum of San Diego/Museo de los Niños de San Diego

The Children's Museum/Museo de Ninos is dedicated to enriching the lives of children and youth through arts and education. The Museum has developed a "learning through the arts" approach that recognizes that the arts enhance cognitive learning skills. The Museum serves 100,000 children, teenagers, parents, families and educators each year, including both visitors and community members of the San Diego/Tijuana region. Programs include interactive exhibitions, installations and related art-making workshops.

Christian Community Theater/Christian Youth Theater

Christian Community Theater provides theater arts education to children ages 6-18 through Christian Youth Theater and produces 23 major children's and adult musicals each year. Classes and shows are geared toward providing a wholesome environment for families and the community, keeping prices reasonable, and maintaining the highest quality community theater has to offer. Although headquartered in El Cajon, CCT has five branches in San Diego County, and one in Temecula.

City Ballet, Inc.

The mission of the City Ballet is to engage and transport audiences with high quality ballet performance concerts, including informal outreach presentations and educational programs to serve the entire community. Through these activities, City Ballet is developing a professional ballet company, as well as creating public appreciation for the art form.

City Moves!

The mission of City Moves! is to develop in at-risk youth their innate capacity to express themselves through dance and related arts, via community-based programs guided by trained professionals who nurture each individual's creativity, self-esteem and learning potential. City Moves! reaches children in a variety of settings, from in-school classes, to after-school residencies, to interactive assemblies.

Civic Youth Orchestra, Inc.

The Civic Youth Orchestra, Inc. enhances the self-esteem of San Diego children through enjoyment and sense of accomplishment and improvement in participating in an instrumental music ensemble that is a pride to the community. The Orchestra teaches children, ages 6-18, to play classical music in nine instrumental ensembles of varying skill levels in multiple rehearsal locations. Each ensemble performs at least twice each year in free concerts given in Copley Symphony Hall, Smith Recital Hall (San Diego State University), the California Center for the Arts, and other locations, and the Orchestra biennially performs an international concert tour in some of the world's most prestigious concert halls.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Classics for Kids

Classics for Kids is dedicated to the promotion of classical music and arts through affordable and accessible educational concerts which are designed to help children develop an interest and appreciation for the music of the classical composers. The organization produces and presents professional productions that children will enjoy and understand, adding a visual dimension to hold the attention of young audiences.

Combined Organization for the Visual Arts (COVA)

COVA, comprised of art groups and individual artists, is a non-profit visual arts service organization whose mission is to increase the appreciation of the visual arts in the San Diego region and to provide support for the visual artist through advocacy, education and service.

Diversions Theatre

Diversions Theatre is a non-equity professional theatre company that has produced its own work since 1988. Diversions' mission is to serve all of the residents of San Diego by producing quality theatre with characters and themes that represent the complexity and diversity of the gay, lesbian, and bisexual and transgender community.

Eveoke Dance Theatre

Eveoke Dance Theatre (EDT) is an education and performance company. The EDT Education Program primarily serves at-risk youth and focuses on long-term development of the dancers to become exceptional professionals in their field. EDT also produces original, full-length performance works to critical acclaim and the Celebrate Dance Festival, a free event where over 30 companies and collectives perform for the public, attracting thousands of visitors to Balboa Park each year.

Fern Street Community Arts, Inc.

Fern Street Circus exists to explore circus and associated arts; to create a humane workplace in which empowered artists receive remuneration and respect; to work with communities to enliven public space and celebrate diversity; to educate and provide opportunity and empowerment to teens, children and their families. Founded in 1990, Fern Street Circus is the main project of Fern Street Community Arts, Inc. The Circus is a theatrical and educational ensemble that exists to explore circus as an artistic form.

Gaslamp Quarter Historical Foundation

The mission of the Gaslamp Historical Foundation is to enlighten, expand and enrich the understanding of a diverse audience base to the rich history and significance of the Gaslamp Quarter to early California history. Through the operation of the William Heath Davis House Museum, the Foundation seeks to create interesting and informative exhibits and programs that draw attention to the museum and the important history and culture it represents.

Gay Men's Chorus of San Diego

The Gay Men's Chorus of San Diego is a producing, presenting and performing organization which exists to provide high quality, culturally sensitive musical and other arts genre programming.

Globe Theatres

The Globe Theatres are San Diego's most recognized arts institutions, and after more than 65 years, are now one of the nation's most respected and influential regional theatres. Each year, more than 265,000 people attend performances at the Globe or participate in its many education/outreach programs. The Globe's year-round schedule includes 14 productions at its three-theatre complex in Balboa Park. Featuring the work of both prominent and emerging playwrights and artists, the Globe also annually presents Shakespearean plays and the family musical "How the Grinch Stole Christmas!" The Globe offers a variety of educational opportunities for thousands of young people.

Special Promotional Programs

Division/Major Program Descriptions (continued)

House of Hospitality

The House of Hospitality Association is a significant supporter of cultural tourism in San Diego through its administration of three distinct programs in Balboa Park – Balboa Park Visitors Center, Balboa Park Promotions, and the official website of Balboa Park. In addition, the House is responsible for maintaining and preserving its National Historic Landmark Building.

Icarus Puppet Company

Icarus Puppet Company enriches the lives of children and adults by engaging these families and communities with professional puppetry that explores the rich diversity of the art form while nurturing cultural and educational opportunities. Icarus Puppet Company performs and presents innovative family entertainment throughout San Diego and conducts extensive classes and workshops in area educational settings. Conveying the strong, basic message of self-respect and universal tolerance, original scripts are staged in the Marie Hitchcock Puppet Theatre in Balboa Park, as well as in public libraries, schools and other community venues.

Installation Gallery

Installation Gallery is dedicated to the realization of binational collaborative arts partnerships among nonprofit and public institutions in the San Diego/Tijuana region. Installation's resources are focused on inSITE – a project that includes an extensive exhibition of commissioned art in public spaces, education and community programs and residencies for curators and artists. inSITE commissions work with an emphasis on projects that enlist the active participation of the public.

Institute for Arts Education

The mission of the Institute for Arts Education is to implement a unique partnership of classroom teachers and practicing artists in the presentation of music dance, theater and visual arts residencies. These programs are implemented through year-long intense explorations in the arts with K-12 students in City and County, public and private schools. The Institute for Arts Education is a nationally recognized arts education agency that has received numerous grants from regional, State and national sources to support its signature partnerships with the local community.

Japanese Friendship Garden Society, San Diego

The mission of the Japanese Friendship Garden Society, San Diego is to create a Japanese style garden environment with educational programs that will promote understanding of the Japanese culture among people from diverse ethnic backgrounds and cultures. The Garden provides visitors with a beautiful Japanese style garden setting with a koi pond and exhibit house. It is used to educate people of all ethnic backgrounds on aspects of Japanese culture including horticulture, bonsai, koi, foods, origami, tea ceremony, and Ikebana.

Jean Isaacs' San Diego Dance Theater

Founded in 1972, San Diego Dance Theater has enriched the cultural life of San Diego through countless dance concerts and training for young dancers. Under the direction of Artistic Director Jean Isaacs since 1997, the company has earned its reputation as a company of professional dancers committed to unconventional and deeply courageous programming which expands access to the stage for dancers of many nationalities, races, ages and physical abilities.

La Jolla Chamber Music Society

La Jolla Chamber Music Society provides San Diego audiences the highest quality of diverse classical music presentations through its Celebrity, Sherwood and SummerFest Series. In addition, the Society annually offers more than 20,000 children the opportunity to hear live classical music free of charge through its Discovery Series.

Special Promotional Programs

Division/Major Program Descriptions (continued)

La Jolla Playhouse

The mission of the La Jolla Playhouse is to nurture significant new voices for the American theater by commissioning and developing outstanding new American plays and musicals, to present bold re-interpretations of classic works, and to offer innovative arts education and outreach programs to serve children and adults throughout the community. Winner of the 1993 Tony Award for Outstanding Regional Theater in the country, the Playhouse enhances the cultural life of San Diego and brings significant national attention to the City, supporting it as a cultural destination.

La Jolla Stage Company, Inc.

La Jolla Stage Company is a not-for-profit theatre group that provides cultural programming, particularly for residents of La Jolla and the north coastal area. Each season the theatre presents a minimum of three full-scale productions, a regional talent search, community outreach programs for youth, the aging, and works with La Jolla High School and other educational institutions to develop both artists and audiences.

La Jolla Symphony and Chorus

La Jolla Symphony and Chorus (LJS&C) is a community-based classical music presenter, featuring a 110-person orchestra and a 130-voice chorus, which draws its musicians from around San Diego County. The organization presents seven pairs of concerts each season and includes in its programming lesser-known works and new compositions along with traditional favorites. In support of music education, the LJS&C holds an annual Young Artists Competition and Concert, highlighting the talents of local young musicians, and brings music residencies into San Diego public schools, grades K-12.

Lazarideus Foundation

Founded in 1998, the Lazarideus Foundation is a non-profit organization that provides arts-related programs that nurture those with budding talents as well as those at the professional level. Workshops and programs are designed to preserve and enhance San Diego's creative community by encouraging adults and teens to develop their own artistic abilities.

Lower Left

Lower Left is a collective of four artists, working from a post-modern viewpoint, dedicated to the development and performance of theatrical dance works. Lower Left also provides mentorship for developing artists through its varied programs and outreach/educational activities to bring Lower Left's unique vision to a wider audience.

Mainly Mozart Festival, Inc.

Mainly Mozart Festival, Inc. seeks to foster the appreciation of Mozart and other classical composers by presenting internationally acclaimed artists from around the country in a year-round series of education programs, concerts and recitals in San Diego, Tijuana, and Mexicali, which culminate in a late-spring festival of concerts, lectures, and celebrations.

Malashock Dance and Company

Malashock Dance & Company presents the artistic vision of John Malashock to local, national and international communities. Under his direction, it seeks to advance the art and experience of dance by creating original works and education programs that communicate, challenge, entertain and encourage new forms of personal expression.

Special Promotional Programs

Division/Major Program Descriptions (continued)

McCaleb Dance

McCaleb Dance is a multidiscipline, professional contemporary dance company creating and presenting original dance, music, and visual arts for San Diego audiences and on tour. The organization provides outreach and education to San Diego neighborhood schools, and fosters the emerging dance artist through its classes and its apprenticeship program.

Mingei International Museum of World Folk Art

Mingei International Museum furthers understanding of art of people from all cultures of the world through dynamic, changing exhibitions of traditional and contemporary folk art, craft and design. The trans-cultural term “mingei” combines the Japanese words for “all people” (min) and “art” (gei). Since its opening in 1978, the Museum has organized and presented 90 major exhibitions with related programs of music, dance, drama and film as well as illustrated lectures and artist/craftsman demonstrations. The Museum’s permanent collection of 11,500 art objects from 100 countries has an ideal setting in the 41,000 square-foot facility in Balboa Park.

Museum of Contemporary Art, San Diego

For over 60 years, the Museum of Contemporary Art (MCA), San Diego has been the City’s only contemporary art museum, with a collection of some 3,000 works of art and a distinguished program of exhibitions and educational outreach focused on the art of our time. MCA is a dynamic and integral part of the community – a forum for exploring, investigating, questioning, and learning about our times. Operating as a cultural center for contemporary art in all media, MCA serves more than 170,000 visitors through the collection, preservation, exhibition and interpretation of works of art created from 1950 to the present. MCA has dual facilities – in La Jolla since 1941 and in downtown San Diego since 1993.

Museum of Photographic Arts

The mission of the Museum of Photographic Arts (MoPA) is to collect and present the entire spectrum of the photographic medium. Recognizing the tradition of photography as a chronicler and critic of events, MoPA endeavors to address cultural, historical and social issues through its exhibitions, films and programs. Established in 1983 and expanded in 2000, MoPA presents ten exhibitions, more than 200 films and dozens of lectures, classes and activities each year. MoPA curators organize at least half of the exhibitions presented and many of those are designed to travel to other museums around the world. Programs targeted to teachers and students, seniors and the diverse neighborhoods of our community promote visual literacy and encourage appreciation of the photographic arts.

NewWorks/Vantage Theatre

NewWorks/Vantage Theatre is a nonprofit organization that provides outreach programs as NewWorks, while Vantage offers several fully staged plays and theatrical experiences for San Diego residents and tourists. Our outreach program, Classroom Classics, is in its 16th year.

PASACAT

PASACAT, an acronym for the Philippine-American Society and Cultural Arts troupe, preserves and promotes the Asian Pacific culture through the arts, thereby extending goodwill and enhancing understanding. PASACAT conducts classes and workshops in traditional Philippine dance revealing the various influences of the 7,100-island republic. Over 80 students ages 4-45 with varying dance skills are trained to perform in 50-60 yearly presentations for schools and universities, cultural fairs and self-produced presentations.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Patricia Rincon Dance Collective

The Patricia Rincon Dance Collective is a San Diego based company that enriches San Diego's arts and cultural scene by providing a professional contemporary dance/theater company that educates other professional dancers in the arts of choreography and dance, and with the aim of providing San Diego dance audiences diversified, affordable, innovative programming.

Persian Cultural Center

The Persian Cultural Center is a non-profit organization whose purpose is to promote cultural awareness and a deep understanding of Iranian heritage through the instruction of its language, the presentation of music, dance, literature and poetry, and the demonstration of customs specific to the Persian culture.

Playwrights Project

The Playwrights Project promotes literacy, communication skills, and creativity in young people through drama-based activities in schools and theatres, and engages the minds and imaginations of older people by sharing their life experiences through theatre. Founded in 1985, Playwrights Project activities include playwriting residences for grades K-12, the *California Young Playwrights Contest*, intergenerational partnerships, and teacher training and curricula.

Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation

The Reuben H. Fleet Space Theater and Science Center is an educational organization dedicated to furthering the public's understanding of science and technology. The Fleet presents state-of-the-art media productions that impart knowledge of the Universe and inspire participation in the sciences, provides interactive exhibits that demonstrate scientific principles, offers science education activities for students, teachers and the community, and serves the community as a responsive science information center.

Samahan Filipino American Performing Arts and Education Center

The Samahan Filipino American Performing Arts and Education Center is dedicated to the development and representation of the traditional as well as contemporary performing arts of Filipino Americans in San Diego. Most of the 34 members of the performing groups are students from area schools, colleges and universities. Samahan presents a variety of programs including two-hour long theater performances with live music, shorter programs in other performance venues and produces the Philippine Cultural Arts Festival annually in Balboa Park.

San Diego Actors Theater

The San Diego Actors Theater (SDAT) endeavors to complement the growth of theater in San Diego by producing professional, high quality productions, featuring original works and the works of America's contemporary playwrights. SDAT has specialized in blending San Diego's most prominent theater artists with emerging new talent including actors, directors, choreographers and theater designers. The company is committed to excellence in arts education through its Children's Classics Program, Theater Outreach Program in the schools, Children's Acting Workshops and summer camps and adult acting workshops.

San Diego Aerospace Museum, Inc.

The San Diego Aerospace Museum is a non-profit organization founded to provide an educational, cultural, inspirational, scientific and entertaining facility devoted to the history and technology of aviation and space flight, with a particular emphasis on San Diego's long and rich aerospace history. The Museum's Hall of Fame honors the achievements of significant personalities in aerospace history. Its restoration facility preserves, restores or replicates many aircraft significant to aviation history. The museum has the most complete aerospace library and archives in the nation outside of Washington, D.C.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Archaeological Center

The San Diego Archaeological Center is a public benefit corporation dedicated to the preservation of our archaeological legacy and sharing it with the public. The Center curates archaeological artifacts representing 10,000 years of San Diego history and uses them in public programs to increase our understanding and appreciation of those who call San Diego home.

San Diego Art Institute

The mission of the San Diego Art Institute (SDAI) is to enhance the quality of life by heightening awareness and understanding of the visual arts, through exhibition, education and outreach. SDAI functions much like a municipal gallery, offering an ever-changing and comprehensive look at the visual arts scene in San Diego. SDAI focuses its programs in three areas: exhibition, education and outreach.

San Diego Asian American Repertory Theatre

Begun in 1996 as an unincorporated association of artists, the San Diego Asian American Repertory Theatre (AART) is now a non-profit organization that produces several plays and staged readings per year. AART focuses on presenting works that celebrate the Asian-American experience, and on providing opportunities for Asian Americans to participate in all aspects of theatrical production.

San Diego Automotive Museum

Located in Balboa Park, the San Diego Automotive Museum is a cultural and educational resource center contributing to the preservation and celebration of the automotive and motorcycle arts and sciences through community involvement. The Museum exhibits over 90 automobiles and motorcycles. In addition to the exhibit, the Museum features an automotive library, Museum store and a restoration area.

San Diego Ballet

The San Diego Ballet is the resident ballet company of the San Diego School of Ballet, located in Linda Vista. Founded in 1990, the Ballet's threefold goal is to offer quality classical and contemporary ballet to a diverse San Diego audience; to provide experience and exposure for our pre-professional dancers and employment for an ethnically diverse company of professional dancers; and to enhance arts education in the community through outreach programs and scholarships.

San Diego Center for Jewish Culture

The San Diego Center for Jewish Culture offers diverse, unique arts opportunities relating to Jewish history and culture open to the entire community. Over 25,000 people attend the Jewish Film Festival, Streisand Festival of New Jewish Plays, Jewish Book Fair, youth theater, concerts, library and other performance programs. Both children and adults receive instruction and performance opportunities in the theater arts. The recently opened art gallery, Judaica library and 50-seat theater add to the cultural opportunities the entire community may enjoy.

San Diego Chamber Orchestra

The San Diego Chamber Orchestra (SDCO) performs traditional classical music, summer pops repertoire, children's concerts and special outreach activities. The SDCO presents a program of six subscription series concerts in four different venues: Copley Symphony Hall in San Diego, California Center for the Arts in Escondido, Sherwood Auditorium in La Jolla, and the Fairbanks Ranch Country Club in Rancho Santa Fe. The SDCO also presents five annual performances of the Messiah and performs free concerts around the county, reaching 40,000 people each season.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Children's Choir

The San Diego Children's Choir is a secular choral program for children that specializes in the performance of classical and traditional music and offers the musical training essential to such performance.

San Diego Chinese Historical Society and Museum

The San Diego Chinese Historical Society and Museum collects, preserves and shares the Chinese American experience and Chinese history, culture and art in order to educate the community and visitors. This is achieved through exhibits, lectures, public programs and in written material.

San Diego Chorus, Sweet Adelines International

The San Diego Chorus welcomes singers from every age group and occupation to perform both locally and nationally. Members have many opportunities for education and experience with directing, music arranging, show production, administration and development of leadership skills. Its international motto is "Harmonize the World."

San Diego Civic Light Opera

The San Diego Civic Light Opera produces large scale, "Broadway" quality musicals outdoors under the stars in Balboa Park's Starlight Bowl. It is the oldest producing non-profit musical theatre west of the Mississippi. Over the last 54 years, the Light Opera has produced 120 different musicals with over 1,100 performances, reaching more than four million San Diegans and visitors to San Diego.

San Diego Civic Youth Ballet

San Diego Civic Youth Ballet is a 55-year-old dance company dedicated to the goal of providing an opportunity for all the youth of San Diego to experience the art of ballet. Ballet is an art form whose appreciation extends beyond the ballet studio into the cultural growth of our youth and therefore our community.

Lyric Opera San Diego (Formerly San Diego Comic Opera)

Lyric Opera San Diego is a regional musical theatre company that produces a season of fully staged and artistically significant productions at the Casa del Prado Theatre in Balboa Park. It collaborates with other organizations to enhance the production of historically important pieces from our repertoire and presents touring outreach programs throughout the community. Lyric Opera San Diego is dedicated to the development of San Diego's professional talent and keeping theatre affordable and accessible to the widest audience.

San Diego Early Music Society

The San Diego Early Music Society exists to further appreciation of early music (pre-1700) by presentation of concerts using authentic instruments and/or performance techniques; by organizing workshops for performers; by publishing a bi-monthly newsletter and a directory of early music performers and resources in and around San Diego; and by providing educational outreach programs in the San Diego Schools.

San Diego Historical Society

The San Diego Historical Society is an educational and cultural institution, preserving and sharing our historical collections and archives with visitors and the community. The Society connects the past to the future so that all generations may understand and appreciate the richness of San Diego's history. The Society maintains two museums and two historic houses: Museum of San Diego History and Research Archives, Junipero Serra Museum, Marston House and Villa Montezuma. The Society also publishes a quarterly educational journal, *The Journal of San Diego History*, and maintains a large research archive.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Junior Theatre

The San Diego Junior Theatre is the oldest theatre by and for children in the United States. The Theatre educates youth (ages 3-18) in theatre arts through innovative classes and high-quality productions for the entire community. Through diverse theatrical experiences, the Theatre fosters personal development and self esteem in children of all heritages, interest levels and abilities. By offering year-round classes in Balboa Park, schools and community centers, and six main stage plays at the Casa del Prado Theatre each year, children develop valuable critical thinking and problem-solving skills while learning about the art of theatre from professionals in the field.

San Diego Maritime Museum

The San Diego Maritime Museum (SDMM) embodies the public memory of San Diego's maritime roots. The mission of SDMM is to inform, enlighten and engage the public in active consideration of the decisive role of maritime endeavor in the history of our community, our nation, and our culture. Among SDMM's most conspicuous responsibilities are its stewardship of major historic vessels including *Star of India*, the *Berkeley*, the *Medea* and the *Pilot*, as well as numerous small craft, artifacts, maritime artwork and folk craft, books and archival materials.

San Diego Master Chorale

The San Diego Master Chorale is a community based, non-sectarian choral group, consisting of 120 area residents. The volunteer singers maintain professional standards for the music they produce under the direction of a professional Music Director. The Master Chorale's repertoire includes a broad scope of music, from master choral works to modern, popular songs and show tunes. The Master Chorale performs regularly with the San Diego Symphony Orchestra, annually produces one or two independent concerts, performs without charge in community outreach programs, is actively involved in music programs for the San Diego Unified School District, performs for the tourism industry, and partners with diverse organizations in joint concert productions.

San Diego Men's Chorus

The San Diego Men's Chorus (SDMC) is dedicated to presenting high-caliber performances of men's choral music. The Chorus is composed of approximately 100 singing and non-singing members and has been in existence since 1985. Through their performances, the SDMC seeks to increase public awareness and understanding of gay life, as well as provide a sense of community and positive role models for gay men and youth.

San Diego Mini-Concerts

San Diego Mini Concerts is committed to musical excellence and seeks to showcase outstanding performers in free noontime concerts at the Lyceum Theater, making classical chamber music accessible to everyone—tourists, senior citizens, students, downtown residents, shoppers, workers and the homeless. These concerts feature local San Diego musicians of the highest quality, including those with limited performance opportunities as well as established touring and performing artists.

San Diego Model Railroad Museum, Inc.

The mission of the San Diego Model Railroad Museum, Inc. is to preserve the heritage of railroads and model railroads for the community of San Diego. The Museum is the largest indoor exhibition of model railroading in North America. Operating and static educational exhibits explain the past and present of American railroads, primarily utilizing operating dioramas and scale models. Additional exhibits include hands-on and interactive toy train displays for children of all ages.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Museum Council

The San Diego Museum Council is a coalition of 27 non-profit museums in San Diego. The Council works cooperatively to share resources in the effort to promote awareness, participation, and exposure to the cultural riches of San Diego's museums. The Council's mission is to increase our participation in both the local community and the tourist industry. Since its incorporation in 1977, the Council has been the only organization that exists as a central unifying group for San Diego's extensive museum community.

San Diego Museum of Art

Celebrating its 75th anniversary this Spring, the San Diego Museum of Art transforms the lives of its visitors through the collection, presentation, interpretation and conservation of art and the artistic experience. Each year, the Museum presents a diverse schedule of exhibitions drawn from its permanent collection of over 11,000 objects, as well as traveling exhibitions that bring a wide range of art otherwise unavailable to this region. To complement these exhibitions, the Museum presents a comprehensive array of educational and outreach programs for both children and adults, as well as a wide variety of lectures, performances and film series.

San Diego Museum of Man

The mission of the San Diego Museum of Man is to gain and disseminate knowledge of human culture, biology and ecology, emphasizing the archaeology and anthropology of the diverse peoples of the Western Americas; to foster cultural awareness using comparative materials from world cultures. Located in Balboa Park's historic California Tower, the Museum has become a symbol of San Diego's cultural heritage. Through programs of exhibitions, education, research and publication, the Museum creates a dynamic learning environment for a broad multi-cultural audience.

San Diego Natural History Museum/San Diego Society of Natural History

The mission of the San Diego Natural History Museum is to interpret the natural world through research, exhibitions and education; to promote understanding of the evolution and diversity of Southern California and the peninsula of Baja California; and to inspire in all people respect for the environment. Founded in 1874, the Museum operates from a 60,000 square-foot facility located in Balboa Park. It provides exhibit education programs about natural history for the San Diego public 362 days per year. The Museum also conducts scientific, collections-based research, utilizing a collection of over 7.5 million specimens.

San Diego New Music

San Diego New Music (SDNM) is an all-volunteer organization dedicated to the promotion and development of contemporary classical music, avant-garde improvisation and neglected twentieth-century repertory. SDNM produces a concert series at The Athenaeum called "Noise at the Library" and publishes a free new music newsletter distributed throughout the County.

San Diego Opera Association

The San Diego Opera is dedicated to producing and presenting opera, operetta, and other vocal arts in the San Diego community and to enriching community life by promoting greater appreciation and support for the entire field of vocal arts. Each year, San Diego Opera offers 23 performances of five grand operas, recitals by international singing artists, and special performances of other vocal works for an audience of approximately 70,000 subscribers and single ticket purchasers. The San Diego Opera makes opera engaging and accessible for every San Diego resident and visitor and maintains extensive education and outreach activities to encourage participation in and support for its programs.

Special Promotional Programs

Division/Major Program Descriptions (continued)

San Diego Performing Arts League

The mission of the San Diego Performing Arts League is to advocate and promote support for and participation in San Diego's performing arts and to develop and sustain a healthy and vital performing arts industry in San Diego. Since 1986, the League is the only umbrella non-profit organization serving 125 of San Diego's theatre, music and dance companies and their audiences.

San Diego Repertory Theatre

The mission of the San Diego Repertory Theatre is to present adventurous theatre that explores values vital to our contemporary community, in partnership with artists and audiences who reflect the rich diversity of our region, and to empower the multiple voices of our community by operating the Lyceum Theatre complex as a "cultural town hall" for San Diego. The Rep annually produces a six-play subscription season focusing on contemporary issues and multicultural themes and co-produces two annual artistic festivals. A cornerstone of the Rep's work is the Calafia Initiative, a multilingual, cross-disciplinary binational effort to research, commission, develop and produce artistic work about the Californias.

San Diego Symphony Orchestra Association, Inc.

The San Diego Symphony Orchestra Association, Inc. is a dedicated complement of professional musicians, administrative and marketing experts, and volunteer leaders who are committed to providing musical experiences of superior quality for the greater San Diego community in a fiscally responsible manner. In residence at Copley Symphony Hall, the Symphony is committed to presenting the community with symphonic music, at the highest level possible, as an accessible and inspirational art form through innovative programming and a strong commitment to arts education.

San Diego Women's Chorus

The San Diego Women's Chorus is a feminist chorus that has been in existence for over ten years. The Chorus performs one major concert each year and many benefit performances for other non-profit groups. The Chorus sings about peace, freedom, women's rights, gay and lesbian rights and all forms of discrimination.

San Diego Young Artists Symphony Orchestra

The San Diego Young Artists Symphony Orchestra (YASO) provides young, talented, serious, and musically interested students the opportunity to study, rehearse, and perform symphonic repertoire under professional and inspiring leadership in a musical environment that has expectations and standards of excellence similar to those of a music conservatory. YASO is a full symphonic orchestra, which performs the same symphonic repertoire as professional orchestras do and its programs are presented to the public at nominal expense.

San Diego Youth Symphony

In its 55th season, the San Diego Youth Symphony is dedicated to the development and enhancement of the musical experience through the teaching and performance of classical repertoire. The San Diego Youth Symphony supports two full orchestras, a chamber orchestra, a string quartet, a brass quintet, two preparatory wind ensembles and a preparatory string ensemble. Musicians at all levels perform in public concert at least three times each year. In addition to regular concerts, the advanced orchestra performs for community and charity events and performs in collaboration with other arts organizations in performance and in its education-training program.

Sledgehammer Theatre

Sledgehammer Theatre functions as a regional center for the creation of new theatrical events. The company provides an environment for the exploration of theatrical forms, a laboratory for established and emerging artists, and an arena for public participation in the immediacy of new and provocative American theatre.

Special Promotional Programs

Division/Major Program Descriptions (continued)

Spreckels Organ Society

The Spreckels Organ Society was founded in 1988 to promote the Spreckels Organ, the largest outdoor musical instrument in the world, and to fulfill the vision of the donor, John D. Spreckels that the instrument be for the “free use, benefit and enjoyment of all the people of the world.” The society endeavors to expand the fullness of San Diego’s cultural life and its attraction as a tourist destination by expanding programming and providing a secure financial future for the organ and its use. To that end, the Society has added \$125,000 in improvements to the Organ and has established an endowment fund to support its maintenance.

Sun and Moon Vision Productions

Sun and Moon Vision Productions is a media arts production and education company that produces documentary, narrative, experimental video and multimedia art projects as well as screening events. It offers media production workshops through the Youth Media Program that focuses on community involvement in creating media as well as the development of production skills for professional growth. Sun and Moon also provides production services to other arts, culture and community organizations.

Sushi, Inc.

The mission of Sushi Performance and Visual Art is to expand the artistic experiences, opinions, and aesthetics of the community by presenting meaningful and experimental performance, dance and visual art which introduces national touring artists to San Diego audiences and supports emerging local artists in a supportive and contextual environment. Outreach and educational activities include lectures by staff and guest artists, complimentary and discount tickets, and various special events.

Westwind Brass

Westwind Brass fosters international awareness and appreciation of brass chamber music as a challenging, dynamic and exciting art form. It is the only professional music ensemble in residence at San Diego State University. It is also on the touring roster of the California Arts Council.

Women’s Caucus for the Arts/San Diego

The Women’s Caucus for the Arts/San Diego founded in 1991, is a professional organization devoted to championing the contributions of women in the visual arts.

WorldBeat Cultural Center

The WorldBeat Center is a non-profit, multi-disciplinary organization dedicated to preserving, producing and presenting the art and culture of the African Diaspora for the enjoyment, education and cultural enrichment of people throughout the San Diego region. The Center, located in Balboa Park, is a combination performance and workshop space that presents art exhibits, music and film festivals as well as workshops on music and dance.

Young Audiences of San Diego

Young Audiences seeks to make the San Diego area a better place to live by integrating the arts into the education and lives of all children. Young Audiences supplements the existing performing and visual arts curriculum in schools by providing quality professional performances, workshops and long-term artists’ residencies. Young Audiences works with the artists to develop performances and workshops about the arts. Young Audiences works with educators and community leaders to ensure the programs get to their target audiences.

Special Promotional Programs

Salary Schedule

SPECIAL PROMOTIONAL PROGRAMS

Commission for Arts and Culture

<i>Class</i>	<i>Position Title</i>	<i>FY 2003 Positions</i>	<i>FY 2004 Positions</i>	<i>Salary</i>		<i>Total</i>
1107	Administrative Aide II	1.00	1.00	\$	44,196	\$ 44,196
1218	Associate Management Analyst	2.00	2.00	\$	55,514	\$ 111,028
1746	Word Processing Operator	1.00	1.00	\$	33,015	\$ 33,015
1769	Public Art Program Administrator	2.00	2.00	\$	70,756	\$ 141,512
1876	Executive Secretary	1.00	1.00	\$	46,240	\$ 46,240
2268	Executive Director	1.00	1.00	\$	89,568	\$ 89,568
	Temporary Help	-	-			\$ 16,107
	Total	8.00	8.00			\$ 481,666

Safety & Maintenance of Visitor-Related Facilities

<i>Class</i>	<i>Position Title</i>	<i>FY 2003 Positions</i>	<i>FY 2004 Positions</i>	<i>Fringe</i>		<i>Total</i>
1821	Senior Park Ranger	1.00	1.00	\$	53,062	\$ 53,062
	Total	1.00	1.00			\$ 53,062

SPECIAL PROMOTIONAL PROGRAMS	9.00	9.00			\$ 534,728
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Special Promotional Programs

Five-Year Expenditure Forecast

	FY 2004 PROPOSED	FY 2005 FORECAST	FY 2006 FORECAST	FY 2007 FORECAST	FY 2008 FORECAST
Positions	9.00	9.00	9.00	9.00	9.00
Personnel Expense	\$ 721,585	\$ 743,233	\$ 765,530	\$ 788,495	\$ 812,150
Non-Personnel Expense	\$ 88,912,037	\$ 91,579,398	\$ 94,326,780	\$ 97,156,583	\$ 100,071,281
TOTAL EXPENDITURES	\$ 89,633,622	\$ 92,322,631	\$ 95,092,310	\$ 97,945,079	\$ 100,883,432

Special Promotional Programs

Fiscal Year 2005

No major projected requirements.

Fiscal Year 2006

No major projected requirements.

Fiscal Year 2007

No major projected requirements.

Fiscal Year 2008

No major projected requirements.

Special Promotional Programs

Revenue and Expense Statement

TRANSIENT OCCUPANCY TAX FUND 10220	FY 2002 ACTUAL	FY 2003 ESTIMATED	FY 2004 PROPOSED
BEGINNING BALANCE AND RESERVE			
Prior Year Reserve for Encumbrances	\$ 4,743,549	\$ 5,053,014	\$ -
REVENUE			
Sales Tax Allocation	\$ 38,110,172	\$ 36,066,667	\$ 36,907,962
Transient Occupancy Tax	\$ 47,017,634	\$ 51,523,809	\$ 52,725,660
Other Revenue	\$ 178,725	\$ -	\$ -
TOTAL OPERATING REVENUE	\$ 85,306,531	\$ 87,590,476	\$ 89,633,622
TOTAL BALANCE AND REVENUE	\$ 90,050,080	\$ 92,643,490	\$ 89,633,622
EXPENSE			
Operating Expense	\$ 25,487,748	\$ 31,185,975	\$ 27,963,973
Transfer for Balboa Park Deferred Maintenance	\$ 400,000	\$ -	\$ -
Transfer to Convention Center Complex Fund	\$ 6,864,340	\$ 7,297,508	\$ 9,496,642
Transfer to New Convention Facility Fund	\$ 5,060,846	\$ 4,664,311	\$ 4,197,880
Transfer to QUALCOMM Stadium	\$ 6,310,788	\$ 6,586,250	\$ 6,000,000
Transfer to Trolley Extension Reserve Fund	\$ 3,949,605	\$ 4,010,140	\$ 3,961,140
Transfer to Balboa Park/Mission Bay Park Improvement	\$ 7,199,632	\$ 7,989,632	\$ 6,827,639
Transfer to General Fund	\$ 5,255,472	\$ 5,130,924	\$ 9,344,231
Transfer to General Fund for Police Enhancements	\$ 5,767,224	\$ 7,689,632	\$ 7,689,632
Transfer to Public Art Fund	\$ 212,202	\$ 132,000	\$ 132,000
Transfer to Major Events Revolving Fund	\$ 345,845	\$ 345,845	\$ 311,260
Transfer to Coastal Infrastructure Fund	\$ 1,768,038	\$ -	\$ -
Transfer to Regional Park Infrastructure Improvements Fund	\$ 500,000	\$ -	\$ -
Transfer to PETCO Park Fund	\$ 7,121,579	\$ 7,446,151	\$ 8,367,073
Transfer to Main Library Fund	\$ 4,489,986	\$ 5,112,108	\$ 5,342,152
Transfer to Data Processing Corporation	\$ 1,586	\$ -	\$ -
Expenditure of Prior Year Funds	\$ 4,262,175	\$ 5,053,014	\$ -
TOTAL OPERATING EXPENSE	\$ 84,997,066	\$ 92,643,490	\$ 89,633,622
RESERVE			
Reserve for Encumbrances	\$ 5,053,014	\$ -	\$ -
BALANCE	\$ -	\$ -	\$ -
TOTAL EXPENSE, RESERVE AND BALANCE	\$ 90,050,080	\$ 92,643,490	\$ 89,633,622